Amendment to the Claims:

The following listing of claims replaces all previous versions and listings of claims:

1.   (Currently Amended) A <u>computer-implemented</u> method for providing deep linking with digital rights management, comprising:

identifying a hypertext link on a source web page <u>on a source server</u> as a deep link, said hypertext link referencing a target web page on a target web site <u>of a target server, the source server in communication with the target server via a network</u>;

upon selecting said deep link, accessing a deep link table associated with said deep link;

wherein said deep link table contains web page links and rules operable for establishing web content that is to be presented to a visitor of said target web site; and

displaying web content to said visitor in accordance with said rules<u>, the web content comprising</u>:

<u>   pre-display content that is displayed prior to display of said target web page; and</u>

<u>with-display content that is displayed simultaneously with display of said target web page</u>.

2.   (Currently Amended) The method of claim 1, wherein said web content <u>further comprises</u>: ~~includes at least one of~~:

~~pre-display content that is displayed prior to display of said target web page;~~

~~with-display content that is displayed simultaneously with display of said target web page; and~~

post-display content that is displayed subsequent to display of said target web page.

3.   (Original) The method of claim 2, wherein said web content further comprises at least one of:

a web page; and

a web page element.

4.   (Original) The method of claim 2, wherein said web content further includes at least one of:

advertising material;

disclaimer information;

licensing terms and conditions;

copyright information; and

customer surveys.

5.   (Original) The method of claim 1, wherein said deep link table is created via said source web site.

6.   (Original) The method of claim 1, wherein said deep link table is created via said target web site.

7.   (Original) The method of claim 1, wherein said rules include run-time decisions operable for specifying digital rights management events established by said target web site that are effectuated in response to at least one of:

visitor activities conducted at said target web site; and

visitor identity.

8.   (Original) The method of claim 1, further comprising scrolling through a deep link path of hypertext links provided in said deep link table in accordance with said rules stored in said deep link table.

9. (Original) The method of claim 1, further comprising deploying process software for providing deep linking with digital rights management, said deploying comprising:

installing said process software on at least one server;

identifying server addresses for users accessing said process software on said at least one server;

installing a proxy server if needed;

sending said process software to said at least one server and copying said process software to a file system of said at least one server;

sending the process software to at least a first computer client; and

executing said process software on said first computer client.

10. (Original) The method of claim 9, wherein said installing said process software further comprises:

determining if programs will reside on said at least one server when said process software is executed;

identifying said at least one server that will execute said process software; and

transferring said process software to storage for said at least one server.

11. (Original) The method of claim 9, wherein said sending said process software to said first computer client further includes having said at least one server automatically copy said process software to said first computer client, and running an installation program at said first computer client to install said process software on said first computer client.

12. (Original) The method of claim 9, wherein said sending said process software to said first computer client further comprises identifying a user and an address of said first computer client.

13. (Original) The method of claim 9, wherein said sending said process software to said first computer client includes sending said process software to at least one directory on said first computer client.

14. (Original) The method of claim 9, wherein said sending said process software to said first computer client includes sending said process software to said first computer client via e-mail.

15. (Original) The method of claim 1, further comprising integrating process software for providing deep linking with digital rights management, said integrating comprising:

determining if said process software will execute on at least one server;

identifying an address of said at least one server;

checking said at least one server for operating systems, applications, and version numbers for validation with said process software, and identifying any missing software applications for said at least one server that are required for integration;

updating said at least one server with respect to any operating system and application that is not validated for said process software, and providing any of said missing software applications for said at least one server required for said integration;

identifying client addresses and checking computer clients for operating systems, applications, and version numbers for validation with said process software, and identifying any software applications missing from said computer clients that are required for integration;

updating said computer clients with respect to any operating system and application that is not validated for said process software, and providing any missing software application for said computer clients required for said integration; and

installing said process software on said computer clients and said at least one server.

16. (Original) The method of claim 1, further comprising on demand sharing of process software for providing deep linking with digital rights management, said on demand sharing comprising:

creating a transaction containing unique customer identification, requested service type, and service parameters;

sending said transaction to at least one main server;

querying said at least one main server about processing capacity associated with said at least one main server to help ensure availability of adequate resources for processing of said transaction; and

allocating additional processing capacity when additional capacity appears needed to process said transaction, said additional processing capacity being selected from the group of additional capacities consisting of central processing unit capacity, processor memory capacity, network bandwidth capacity, and storage capacity.

17. (Original) The method of claim 16, further comprising recording a plurality of usage measurements selected from the group of usage measurements consisting of network bandwidth, processor memory, storage, and central processing unit cycles.

18. (Original) The method of claim 17, further comprising:

summing said usage measurements;

acquiring at least one multiplicative value associated with said usage measurements and with unit costs; and

recording any such acquired multiplicative value as an on demand charge to a requesting customer.

19.   (Original) The method of claim 18, further comprising at least one of:

posting said on demand charge on a web site if requested by said requesting customer; and

sending said on demand charge via e-mail to said requesting customer's e-mail address.

20.   (Original) The method of claim 18, further comprising charging said on demand charge to said requesting customer's account if an account exists and if said requesting customer has selected a charge account payment method.

21.   (Original) The method of claim 1, further comprising deploying, accessing, and executing process software for providing deep linking with digital rights management, said deploying, accessing, and executing process software implemented through a virtual private network, the method further comprising:

determining if a virtual private network is required;

checking for remote access to said virtual private network when it is required;

if said remote access does not exist, identifying a third party provider to provide secure, encrypted connections between a private network and remote users;

identifying said remote users; and

setting up a network access server operable for downloading and installing client software on desktop computers for remote access of said virtual private network;

accessing said process software;

transporting said process software to at least one remote user's desktop computer; and

executing said process software on said at least one remote user's desktop computer.

22.   (Original) The method of claim 21, further comprising:

determining if said virtual private network has a site-to-site configuration for providing site-to-site access, and if said virtual private network is not so available, installing equipment required to establish a site-to-site configuration for said virtual private network;

installing large scale encryption into said site-to-site virtual private network; and

accessing said process software through said site-to-site configuration with large scale encryption.

23.   (Original) The method of claim 22, wherein said accessing said process software further comprises at least one of:

dialing into said network access server, and

attaching directly via a modem into said network access server, said modem being selected from the group of modems consisting of telephone dial-up modems, cable modems, DSL modems, and wireless modems.

24.   (Currently Amended) A computer-implemented method for creating a deep link table by a source web site author, comprising:

accessing a target web site on a target server via a network and identifying links that are candidates for deep linking;

utilizing a browsing history of web pages navigated at said target site, entering at least one target web site page identified as requiring a deep link in a deep link table; and

storing said deep link table at said source web site on a source server in communication with the target server via a network;

wherein said deep link table contains web page links and rules operable for

establishing web content that is to be presented to a visitor of said target web site.

25.   (Currently Amended) A storage medium including machine-readable computer program code for providing deep linking with digital rights management, comprising:

identifying a hypertext link on a source web page on a source server as a deep link, said hypertext link referencing a target web page on a target web site of a target server, the source server in communication with the target server via a network;

upon selecting said deep link, accessing a deep link table associated with said deep link;

wherein said deep link table contains web page links and rules operable for establishing web content that is to be presented to a visitor of said target web site; and

_____displaying web content to said visitor in accordance with said rules, the web content comprising:

_____pre-display content that is displayed prior to display of said target web page; and

with-display content that is displayed simultaneously with display of said target web page.

26.   (Currently Amended) The storage medium of claim 25, wherein said web content further comprises: ~~includes at least one of:~~

~~pre-display content that is displayed prior to display of said target web page;~~

~~with-display content that is displayed simultaneously with display of said target web page; and~~

post-display content that is displayed subsequent to display of said target web page.

27.   (Original) The storage medium of claim 26, wherein said web content further comprises at least one of:

a web page; and

a web page element.

28.   (Original) The storage medium of claim 26, wherein said web content further includes at least one of:

advertising material;

disclaimer information;

licensing terms and conditions;

copyright information; and

customer surveys.

29.   (Original) The storage medium of claim 25, wherein said deep link table is created via said source web site.

30.   (Original) The storage medium of claim 25, wherein said deep link table is created via said target web site.

31.   (Original) The storage medium of claim 25, wherein said rules include run-time decisions operable for specifying digital rights management events established by said target web site that are effectuated in response to at least one of:

visitor activities conducted at said target web site; and

visitor identity.

32.   (Original) The storage medium of claim 25, further comprising a means for facilitating web page scrolling through a deep link path of hypertext links provided in said deep link table in accordance with said rules stored in said deep link table.

33.   (Original) The storage medium of claim 25, further comprising instructions for causing said computer to deploy process software for providing deep linking with digital rights management, wherein deployment of process software comprises:

installing said process software on at least one server;

identifying server addresses for users accessing said process software on said at least one server;

installing a proxy server if needed;

sending said process software to said at least one server and copying said process software to a file system associated with said at least one server;

sending said process software to at least a first client system;

executing said process software on said first client system;

determining if programs will reside on said at least one server when said process software is executed;

identifying said at least one server that will execute said process software; and

transferring said process software to storage for said at least one server.

34.   (Original) The storage medium of claim 33, wherein said installing said process software further comprises:

determining if programs will reside on said at least one server when said process software is executed;

identifying said at least one server that will execute said process software; and

transferring said process software to storage for said at least one server.

35.   (Original) The storage medium of claim 33, wherein said sending said process software to said first client system includes having said at least one server automatically copy said process software to said first client system, and running an installation program at said first client system to install said process software on said first client system.

36.   (Original) The storage medium of claim 33, wherein said sending said process software to said first computer client further comprises identifying a user and an address of said

first computer client.

37. (Original) The storage medium of claim 33, wherein said sending said process software to said first computer client includes sending said process software to at least one directory on said first computer client.

38. (Original) The storage medium of claim 33, wherein said sending said process software to said first computer client includes sending said process software to said first computer client via e-mail.

39. (Original) The storage medium of claim 25, further comprising instructions for causing said computer to integrate process software for providing deep linking with digital rights management activities, wherein integration comprises:

determining if said process software will execute on at least one server;

identifying an address of said at least one server;

checking said at least one server for operating systems, applications, and version numbers for validation with said process software, and identifying any missing software applications for said at least one server that are required for integration;

updating said at least one server with respect to any operating system and application that is not validated for said process software and providing any of said missing software application for said at least one server required for said integration;

identifying client addresses and checking client systems for operating systems, applications, and version numbers for validation with said process software, and identifying any software applications missing from said client systems that are required for integration;

updating said client systems with respect to any operating system and application that is not validated for said process software, and providing any missing software application for said client systems required for said integration; and

installing said process software on said client systems and said at least one server.

40.	(Original) The storage medium of claim 25, further comprising instructions for causing said computer to implement on demand sharing of process software operable for providing deep linking with digital rights management, said on demand sharing of process software including:

creating a transaction containing a unique customer identification, requested service type, and service parameters;

sending said transaction to said at least one server;

querying said at least one server about processing capacity associated with said at least one server to help ensure availability of adequate resources for processing of said transaction; and

allocating additional processing capacity when additional capacity is needed to process said transaction, said additional processing capacity being selected from the group of additional capacities consisting of central processing unit capacity, processor memory capacity, network bandwidth capacity, and storage capacity.

41.	(Original) The storage medium of claim 40, further comprising instructions for causing said computer to implement:

recording a plurality of usage measurements selected from the group of usage measurements consisting of network bandwidth, processor memory, storage, and central processing unit cycles.

42.	(Original) The storage medium of claim 41, further comprising instructions for causing said computer to implement:

summing said usage measurements;

acquiring at least one multiplicative value associated with said usage measurements and with unit costs; and

recording any such acquired multiplicative value as an on demand charge to a requesting

customer.

43. (Original) The storage medium of claim 42, further comprising instructions for causing said computer to implement at least one of:

posting said on demand charge on a web site if requested by said requesting customer; and

sending said on demand charge via e-mail to said requesting customer's e-mail address.

44. (Original) The storage medium of claim 42, further comprising instructions for causing said computer to implement:

charging said on demand charge to said requesting customer's account if an account exists and if said requesting customer has selected a charge account payment method.

45. (Original) The storage medium of claim 25, further comprising instructions for causing said computer to implement deploying, accessing, and executing process software for providing deep linking with digital rights management through a virtual private network, said deploying, accessing, and executing process software including:

determining if a virtual private network is required;

checking for remote access to said virtual private network when it is required;

if said remote access does not exist, identifying a third party provider to provide secure, encrypted connections between a private network and remote users;

identifying said remote users;

setting up a network access server for downloading and installing client software on desktop computers for remotely accessing said virtual private network;

accessing said process software;

transporting said process software to at least one remote user's desktop computer; and

executing said process software on said at least one remote user's desktop computer.

46.   (Original) The storage medium of claim 45, further comprising instructions for causing said computer to implement:

determining if said virtual private network has a site-to-site configuration for providing site-to-site access, and if said virtual private network is not so available, installing equipment required to establish a site-to-site configuration for said virtual private network;

installing large scale encryption into said site-to-site virtual private network; and

accessing said process software through said site-to-site configuration with large-scale encryption;

wherein said accessing said process software includes at least one of:

dialing into said network access server; and

attaching directly via a modem into said network access server, said modem being selected from the group of modems consisting of telephone dial-up modems, cable modems, DSL modems and wireless modems.

47.   (Currently Amended) A system for providing deep linking with digital rights management, comprising:

a web-enabled computer system, a source server including a source web page, and a target server in communication with each other via a network;

a deep link located within said source web page, said deep link referring to a hypertext link to a web page located on said target server that is not said target server's home page; and

a deep link table accessible to said source server, said deep link table storing hypertext links for said target web site including rules operable for presenting associated web pages to visitors of said target web site in a manner consistent with said target web site's intent, including pre-display content to display prior to displaying a target web page and with-display content to display simultaneously with display of said target web page;

wherein when a user of said web-enabled computer system accesses said deep link, said web pages associated with said target web site are presented in a sequence prescribed by said deep link table.

48.   (Original) The system of claim 47, wherein said web pages include at least one of:

advertising;

disclaimer notices;

copyright information;

licensing terms and conditions; and

surveys.

49.   (Original) The system of claim 47, further comprising a means for scrolling through a deep link path of hypertext links provided in said deep link table in accordance with said rules stored in said deep link table.